National Museum Publishing Seminar

Washington, DC | June 17–19, 2010

Renaissance Washington DC Hotel
District of Columbia

Cosponsors: Graham School of General Studies at the University of Chicago
Library of Congress | National Gallery of Art | National Portrait Gallery
The Phillips Collection | Smithsonian American Art Museum
Print and the Digital Network

Editors, curators, Web and new media producers, designers, printers, public relations staff, publishers—we’re all thinking about the relationship between print and online sources, and the impact that new media have on our traditional practices. Although we have touched on this theme at some of our previous museum publishing seminars, you will want to join your colleagues at the 14th National Museum Publishing Seminar in June when we spotlight this topic. We will address the increasingly complicated question of “how we read,” explore the relationship inside the museum between the Web and new media teams and the publications office, talk about writing and designing for the Web, and hear from colleagues at the Getty about their timely and important initiative to support online scholarly catalogues. These and many other topics—ranging from the one-person publishing office and what to expect on a press check to digital workflows and family-friendly publishing—will benefit from the perspectives brought to bear by professionals from throughout North America and abroad. From botanical gardens and art museums to zoos, science museums, and historic houses, institutions of every type and size will want to send representatives to the seminar.

As always, the program will provide numerous opportunities to get to know colleagues. Following registration at the Renaissance Washington DC Hotel, the conference will begin at the National Gallery of Art with a keynote address and buffet reception. On Friday and Saturday nights, we will continue our tradition of sign-up suppers within walking distance of the hotel. For the first time, the exhibitors gallery will become a more central part of the seminar, with refreshments and Web demonstrations or tutorials available between the program sessions.

Come Experience Our Nation’s Capital!

Following Barack Obama’s historic election, the eyes of the world have been focused on the District of Columbia. Come and enjoy Washington during what is arguably the most beautiful time of the year, and experience the city’s incredible wealth of museums. On Thursday night we will travel by bus to the National Mall, home to the National Gallery of Art and the Smithsonian Institution. On Sunday morning, we will have an opportunity for a private tour of the National Portrait Gallery and the Smithsonian American Art Museum, which share the beautifully renovated Old Patent Office Building, located just a few blocks from our hotel. Of course, you will also want to visit the two other organizing institutions—the Library of Congress is known for the breadth and depth of its holdings, while The Phillips Collection will draw you in to its many small, lovely rooms.
Thursday, June 17
12:00 – 3:00 p.m.  
Registration, Renaissance Washington DC Hotel

3:00 p.m.  
Transportation to the National Gallery of Art

3:15 – 4:15 p.m.  
Free time at the National Gallery of Art

4:30 p.m.  
Welcome and keynote address, East Building Auditorium, National Gallery of Art

Earl A. Powell III, Director, National Gallery of Art, will introduce New York Times writer and columnist Virginia Heffernan “Are Books Making Us Illiterate? How e-Reading Can Save Civilization”

6:00 – 7:30 p.m.  
Buffet reception, and viewing of American Modernism: The Shein Collection

7:30 p.m.  
Transportation back to Renaissance Washington DC Hotel

8:00 p.m.  
Post-reception outings for attendees at nearby nightspots. Sign-up sheets will be available in advance at the registration desk.

Friday, June 18
8:00 – 9:00 a.m.  
Registration and coffee service

Sign up for dinner with colleagues

9:00 – 10:30 a.m.  
PLENARY SESSION

How We Read

Judy Metro, Editor in Chief, National Gallery of Art, Moderator

James Leggio, Head of Publications & Editorial Services, Brooklyn Museum

Sue Apfelbaum, Editorial Director, AIGA

Liz Scheier, Editorial Director of Digital Content, Barnes & Noble.com

10:30 – 11:00 a.m.  
Coffee break in exhibitors gallery

11:00 a.m. – 12:30 p.m.  
CONCURRENT SESSIONS

Going on Press 101

Chris Vogel, Deputy Publisher and Production Manager, National Gallery of Art, Moderator

Mary DelMonico, Publisher, DelMonico Books, Prestel Publishing

Martin Bankart, Sales Representative, Engelhardt & Bauer, Karlsruhe

Steve Bell, Senior Designer, National Museum of the American Indian

Pat Goley, CEO, Prographics

Daniel Frank, Project Director, Meridian Printing
Writing and Editing for Web Audiences
Judy Metro, Editor in Chief, National Gallery of Art, Moderator
Teresa Lai, Project Manager, Timeline of Art History, The Metropolitan Museum of Art
Mike Spiegel, Freelance Creative Director and Writer
Karen Sagstetter, Senior Editor, National Gallery of Art

12:30 – 2:00 p.m.
Lunch on your own

2:00 – 3:30 p.m.
CONCURRENT SESSIONS
A New Look at Children’s Books: Developing a Family-Friendly Museum List
W. Ralph Eubanks, Director of Publishing, Library of Congress, Moderator
Linda Osborne, Writer and Editor, Library of Congress, Author of Traveling the Freedom Road
Howard Reeves, Vice President and Publisher, Abrams Books for Young Readers
Amy Pastan, Freelance Editor and Book Packager

Web Publishing 101: Understanding the Mechanics of Web Creation
John Gordy, Web Manager, National Gallery of Art, Moderator
Silvia Lovato, Director PBS Kids, Public Broadcasting Service

Amy Bucci, Web Producer, National Geographic Society
Jim Karamanis, Chief, Web Services, Office of Strategic Initiatives, Library of Congress

3:30 – 4:00 p.m.
Coffee break in exhibitors gallery

4:00 – 5:30 p.m.
PLENARY SESSION
Presenting the Getty Online Scholarly Catalogue Initiative (OSCI)
Joan Weinstein, Deputy Director, Getty Foundation

Part I: Demonstrations of OSCI projects underway at the Freer & Sackler Gallery, National Gallery of Art, and San Francisco Museum of Modern Art

6:30 p.m.
Dinner with colleagues at local restaurants

Saturday, June 19

8:00 – 9:00 a.m.
Coffee service
Sign up for dinner with colleagues

9:00 – 10:30 a.m.
CONCURRENT SESSIONS
Digital Workflows and Electronic Editing
Magda Nakassis, Assistant Editor, National Gallery of Art, Moderator
John Muennung, Electronic Publishing Development Manager, University of Chicago Press
Arnie Grossblatt, Director, Master of Professional Studies in Publishing, George Washington University

Designing for the Web
Hal Kugeler, President, Hal Kugeler Ltd., Moderator
Julie Beeler, Managing Director, Second Story
Kip Voytek, SVP, Communications Planning, RAPP
Louise Sandhaus, Professor of Graphic Design, California Institute of the Arts

10:30 – 11:00 a.m.
Coffee break in exhibitors gallery
11:00 a.m. – 12:30 p.m.  
**CONCURRENT SESSIONS**

**Presenting the Getty Online Scholarly Catalogue Initiative (OSCI)**

Part II: Demonstrations of OSCI projects underway at the Tate, Art Institute of Chicago, Walker Art Museum, and Los Angeles County Museum of Art

Mimi Gardner Gates, Director Emerita, Seattle Art Museum, Moderator


W. Ralph Eubanks, Director of Publishing, Library of Congress, Moderator

Kevin J. Mulroy, President, Potomac Global Media LLC

Deborah Aaronson, Executive Editor, Harry N. Abrams Publishers

Martha Kaplan, Literary Agent, The Martha Kaplan Agency

12:30 – 2:30 p.m.

Sponsors’ luncheon at Renaissance Washington DC Hotel

Guest speaker, Tyler Green, author of *Modern Art Notes* blog

“The Washington Capitals Have Alex Ovechkin and You Have a Rembrandt”

11:00 a.m. – 12:30 p.m.  
**CONCURRENT SESSIONS**

**Making the Most of a One-Person Publishing Office**

Johanna Halford-Macleod, Editor in Chief, The Phillips Collection, Moderator

Suzanne Bogman, Head of Publications, Van Gogh Museum, Amsterdam

Trish Graboske, Head of Publications, Smithsonian National Air and Space Museum

Jacky Colliss Harvey, Publisher, The Royal Collection, London

**The Web Team Inside the Museum: Organizational Models**

Joanna Champagne, Chief of Web and New Media Initiatives, National Gallery of Art, Moderator

Michael Edson, Director of Web and New Media Strategy, Smithsonian Institution

Matt Morgan, General Web Manager, The Metropolitan Museum of Art

Dana Mitroff Silvers, Head of Online Services, San Francisco Museum of Modern Art

4:00 – 5:00 p.m.

**Concluding Session**

Mary Kay Zuravleff, author of *The Bowl Is Already Broken and The Frequency of Souls*

“Off-label Tales from Museums I Have Known and Invented”

6:30 p.m.

Dinner with colleagues at local restaurants

**Sunday, June 20**

**Post-Seminar Optional Tour (limited space; advance registration required)**

9:00 a.m.

Meet in hotel lobby to walk together to the Smithsonian American Art Museum and the National Portrait Gallery

9:15 – 11:00 a.m.

Private tour of the National Portrait Gallery and the Luce Center in the Smithsonian American Art Museum
Name

Name of Additional Registrants

Organization

Organization Address

City, State, ZIP

Home Address

City, State, ZIP

Preferred e-mail

E-mails of additional registrants

Phone number of the first registrant

Phone number of additional registrants

☐ MUSMPS 10S1 Seminar Registration (Thursday, June 17-Saturday, June 19)

☐ MUSMPS 10S4 Post-Seminar Optional Tour (Sunday, June 20)

Method of Payment ☐ Check  ☐ MasterCard  ☐ Visa  ☐ Discover  ☐ Invoice Organization

Card number

Expiration date

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Organization

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Please note: Your registration is not confirmed until payment has been received. If for any reason your organization fails to furnish payment in full, you will be responsible for paying the outstanding tuition.

Editors, publishers, and museum professionals seeking to broaden and deepen their expertise in editing should consider enrolling in the University of Chicago Graham School’s Certificate Program in Editing. For more information please call 773-702-1682.
Registration Form
Seminar Registration course number: MUSMPS 10S1
Dates: June 17 – 19, 2010
Location: Renaissance Washington DC Hotel
Post-Seminar Optional Tour course number: MUSMPS 10S4

To register, please complete this registration form and return it with your remittance of $600 ($650 after April 15, 2010) to the University of Chicago Graham School of General Studies, 1427 E. 60th St., Chicago, IL 60637. The post-seminar optional tour is free, but advance registration is required.

If you wish to pay by credit card, or if your organization should be billed for your tuition, you may fax the registration form to 773-702-6814. To be considered a registrant, your payment must arrive prior to the start of the seminar. Please register early and remember to make your hotel reservations prior to May 21, 2010.

You may also register on our Web site at grahamsschool.uchicago.edu. Once on the site, use the search button and type in National Museum Publishing Seminar.

General Information

Dates
The 14th National Museum Publishing Seminar will run Thursday through Saturday, June 17 – 19, 2010. The official program ends on Saturday evening.

Location
The seminar will take place at:
Renaissance Washington DC Hotel
999 Ninth St. NW
Washington, DC 20001
Phone: 202-898-9000
Fax: 202-289-0947

Making Your Hotel Reservation
The University of Chicago Graham School of General Studies has reserved a block of rooms with the Renaissance Washington DC Hotel for the reduced rate of $189 per night, single or double occupancy. That block of rooms will be released on May 21, 2010, so make your reservations early. You must make your reservations directly with the hotel either by telephone or through the hotel’s Web site.

The telephone number for reservations is 800-468-3571. Our seminar is listed in the hotel’s reservation system as National Museum Publishing Conference, so ask for your reduced rate using that name. The reduced rate is available the nights of Wednesday, June 16, through Saturday, June 19. To reserve a room online, simply go to the Renaissance Washington DC Hotel Web site at www.marriott.com/hotels/travel/wasrb-renaissance-washington-dc-hotel. To get the reduced rate online, please use the group code NMPNMPA.

Important
If you are planning to spend more time in Washington than the dates immediately adjacent to the National Museum Publishing Seminar, you should not attempt to make your room reservation with the Renaissance Washington DC Hotel online. Its computer system only recognizes the actual blocked seminar dates. If you call and speak with a reservations person, however, you should be able to get additional room nights at the hotel; the hotel will honor the reduced seminar rate for three nights before and after the seminar, pending availability.
Tuition
Tuition for the seminar is $600 on or before April 15, 2010, and $650 after April 15, 2010. Tuition includes admission to all seminar activities, materials, a reception on Thursday evening, and a luncheon on Saturday.

Transportation
Washington is served by three major airports: Reagan National Airport, Dulles International Airport, and Baltimore/Washington International Airport. Please check the Renaissance Washington DC Hotel Web site for detailed instructions on how to get to the hotel from these airports and by car from highways entering the city. Reagan National Airport (DCA) is the least expensive option for airport-to-hotel travel, as it is served directly by the Metro, which stops at Gallery Place – Chinatown Station, a short walk from the hotel. Cabs are readily available in the city and reasonably priced for short distances. A cab from Reagan National Airport to the hotel will cost about $20; from Dulles International Airport the fare will be about $65.

Registration
To register, please complete the registration form and return it with your remittance of $600 on or before April 15, 2010 ($650 after April 15, 2010), payable to the University of Chicago in U.S. currency. Please mail the form to:
14th National Museum Publishing Seminar
Graham School of General Studies
University of Chicago
1427 E. 60th St.
Chicago, IL 60637

If you wish to pay by credit card, or if your organization should be billed for your tuition, you may fax your registration to 773-702-6814. You may also call the Graham School to register at 800-997-9689. If you call, you will need to give the registrar the course number for this seminar (Seminar Registration: MUSMPS 10S1; Post-Seminar Optional Tour: MUSMPS 10S4). To be considered a registrant, your payment must be in our offices prior to the start of the seminar. Please register early.

Online registration
You may also register on our Web site at grahamschool.uchicago.edu. You will find the seminar if you search for National Museum Publishing Seminar. General seminar registration and the post-seminar optional museum tour are listed as separate courses; please register accordingly.

Cancellation Policy
Each cancellation is subject to a $50 cancellation fee. Cancellations received fewer than five days prior to the opening day of the seminar are subject to forfeiture of the full tuition fee. All cancellations must be confirmed in writing.

Failure to pay tuition does not exempt individuals from the cancellation fee. Prior to the start of the seminar, substitution of another participant from the same organization may be made at no additional charge.

Planning Committee
The National Museum Publishing Seminar is indebted to the 2010 planning committee for all its help in creating this year’s event. Our heartfelt thanks go to:

Joanna Champagne, National Gallery of Art
Dru Dowdy, National Portrait Gallery
W. Ralph Eubanks, Library of Congress
Johanna Halford–MacLeod, The Phillips Collection
Kineret S. Jaffe, University of Chicago
Judy Metro, National Gallery of Art
Magda Nakassis, National Gallery of Art
Sarah Pesin, University of Chicago
Theresa Slowik, Smithsonian American Art Museum

For further information, please contact:
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